

ATLANTA-FULTON PUBLIC LIBRARY



R 2 0 0 2 6 8 8 2 6 1

Kellogg's



Brands We Know

Kellogg's



DISCARD

Brands We Know

Kellogg's

By Sara Green

Bellwether Media • Minneapolis, MN



**Jump into the cockpit and
take flight with **Pilot books**.
Your journey will take you on
high-energy adventures as you
learn about all that is wild,
weird, fascinating, and fun!**

This edition first published in 2015 by Bellwether Media, Inc.

No part of this publication may be reproduced in whole or in part
without written permission of the publisher.
For information regarding permission, write to Bellwether Media, Inc.,
Attention: Permissions Department,
5357 Penn Avenue South, Minneapolis, MN 55419.

Library of Congress Cataloging-in-Publication Data

Green, Sara, 1964- author.

Kellogg's / by Sara Green.

pages cm. -- (Pilot: Brands We Know)

Includes bibliographical references and index.

Summary: "Engaging images accompany information about the
Kellogg Company. The combination of high-interest subject matter
and narrative text is intended for students in grades 3 through 7"--

Provided by publisher.

Audience: 7-12.

Audience: Grades 3-7.

ISBN 978-1-62617-207-4 (hardcover : alk. paper)

1. Kellogg Company--History--Juvenile literature. 2. Kellogg, W. K.
(Will Keith), 1860-1951--Juvenile literature. 3. Kellogg, John Harvey,
1852-1943--Juvenile literature. 4. Breakfast cereals--United States--
History--Juvenile literature. I. Title.

TP434.G74 2015

338.7'664756'09--dc23

2014038659

Text copyright © 2015 by Bellwether Media, Inc. PILOT and associated
logos are trademarks and/or registered trademarks of Bellwether
Media, Inc. SCHOLASTIC, CHILDREN'S PRESS, and associated logos
are trademarks and/or registered trademarks of Scholastic Inc.

Printed in the United States of America, North Mankato, MN.



Table of Contents

What Is Kellogg's?	4
The Kellogg Brothers	6
The King of Cereal	12
A Worldwide Brand	14
A History of Giving	18
Kellogg's Timeline	20
Glossary	22
To Learn More	23
Index	24

What Is Kellogg's?

Every morning, millions of people sit down at the breakfast table to enjoy a bowl of cereal. Some favorites include Rice Krispies, Special K, and Frosted Flakes. The Kellogg Company makes these cereals and many more. This company helps people start their days with easy, healthy, and delicious breakfasts!

The Kellogg Company is a food **manufacturing** company based in Battle Creek, Michigan. It is the world's largest ready-to-eat cereal company. It also makes frozen foods and snacks such as waffles and crackers. In total, the company makes around 1,600 different kinds of food. Each day, people in more than 180 countries eat food made by the Kellogg Company. In 2013, it made more than \$14 billion in sales! This makes Kellogg's one of the most popular **brands** in the world.



By the Numbers

worth
\$22.5 billion
in 2014

18
countries that make
Kellogg's products

more than
16 billion
raisins in boxes of
Raisin Bran sold in 2013

more than
30,000
employees

139.7 million
boxes of Frosted Flakes
sold in 2013

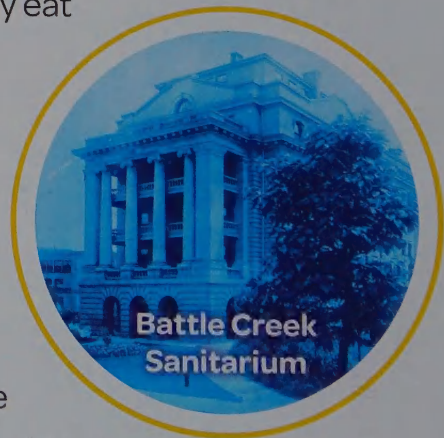
10
pounds (4.5 kilograms) of
cereal eaten by the average
American per year



The Kellogg Brothers

People have not always eaten cereal for breakfast. Before 1900, people ate eggs, potatoes, or **porridge** in the morning. Meat, such as bacon and sausage, was also usually on the menu. The Kellogg brothers helped make cereal the popular breakfast food it is today.

John Harvey Kellogg was born on February 26, 1852, in Tyrone, Michigan. When John was about 4 years old, the Kellogg family moved to Battle Creek, Michigan. John's brother, Will Keith, known as W.K., was born there on April 7, 1860. The Kelloggs were members of the Seventh-day Adventist Church. Members of this religion follow rigid diet rules. They only eat healthy foods. They eat little sugar and almost no meat. The Kellogg boys grew up following these rules. This lifestyle led John to become interested in health. He studied medicine and became a doctor in 1875. In 1876, he was hired to run a hospital in Battle Creek. John renamed it the Battle Creek **Sanitarium**. It became known as the San.





Will Keith "W.K." Kellogg

John Harvey Kellogg



The Nation's Breakfast

1910s tagline for Kellogg's Corn Flakes

John believed poor diets caused people to get sick. He thought healthy food would cure them. John began to experiment with ways to make healthy breakfast food. Around 1880, he created a cereal from toasted wheat, oats, and corn. He called it Granola. This cereal was very hard. Many patients could not chew it. Then, in 1894, John and W.K. created the first flaked cereal. It was made from wheat. The flakes were tasty and easy to chew. The brothers soon figured out how to make flaked cereal from other grains, including toasted corn.

The patients liked eating corn flakes for breakfast. The San also began selling corn flakes to patients when they returned home. This gave W.K. an idea. The brothers could sell corn flakes to all people, not just former San patients. He also wanted to add sugar to make the cereal taste better. John disagreed with both ideas. He was happy with the way things were.



In 1906, W.K. started his own cereal company. It was called the Battle Creek Toasted Corn Flake Company. W.K.'s business and leadership skills made the company a success. Soon, millions of people were eating Toasted Corn Flakes for breakfast.

John was not happy about W.K.'s success. He believed W.K. had stolen his ideas. So John started another cereal company. He called it the Kellogg Food Company. In response, W.K. changed the name of his company to the Kellogg Toasted Corn Flake Company. His **signature** was on every cereal box to set his cereal apart from his brother's. The brothers began to fight even more. Both wanted sole **rights** to the Kellogg name. They went to court to settle the matter. In time, W.K. won. Defeated, John changed his company's name to the Battle Creek Food Company. But it did not do as well as W.K.'s company, and the brothers never spoke again.



The best to you each morning

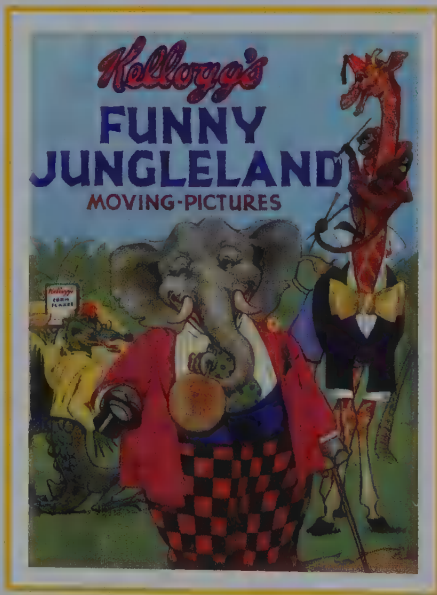
1960s tagline

Trusted Friends

W.K. was blind for the last 14 years of his life. However, he stayed involved with the company and foundation. He attended all his meetings with a pet German Shepherd at his side.

The King of Cereal

W.K. proved to be a **marketing** genius. He created clever magazine **advertisements** and gave away free samples of his cereal. He gained many customers this way. In 1922, W.K. renamed the company again. He called it the Kellogg Company. Soon, new Kellogg's cereals appeared on the market. W.K.'s signature was still on each box. In 1928, Rice Krispies was introduced. People enjoyed hearing the cereal pop when they poured milk on it. In 1929, the Kellogg Company began to use the **slogan** "Snap! Crackle! Pop!" to advertise Rice Krispies.



Cereal Surprises

In 1910, W.K. Kellogg was the first to introduce prizes with boxes of cereal. The first prize was a picture book called *Funny Jungleland Moving Pictures*. Customers received it at the store when they bought two boxes of Kellogg's Toasted Corn Flakes.



Put a Tiger on Your Team!

1950s tagline for Frosted Flakes

In the 1950s, the company introduced some of its most popular cereals. These included Corn Pops, Cocoa Krispies, and Special K. Tony the Tiger also appeared as the **mascot** for the new Frosted Flakes cereal. He was an instant hit! The 1960s saw even more growth. During this decade, the Kellogg Company launched Froot Loops, Apple Jacks, Frosted Mini-Wheats, and Pop-Tarts toaster pastries. People loved them all!

A Worldwide Brand

Over time, the Kellogg Company continued to grow. The company still makes cereal and Pop-Tarts. Nutri-Grain cereal bars and Eggo frozen waffles have also become top sellers. Today, the company makes other kinds of food besides breakfast food. In 1999, the Kellogg Company bought MorningStar Farms. This company makes **vegetarian** food. Two years later, Kellogg's bought the Keebler Company. It makes cookies, crackers, and other snacks. Then in 2012, the Kellogg Company bought Pringles, a brand famous for its potato crisps.



A Toaster Treat

Kellogg's Pop-Tarts toaster pastries were the company's top-selling product in the 1990s.



The Kellogg Company still prides itself on making **nutritious** food. For this reason, many Kellogg's products contain extra **vitamins** and fiber to make them healthier. Some cereals are especially low in sugar and salt. The Kellogg Company also makes **gluten-free** food for people who cannot eat wheat. The company was one of the first food manufacturers to put ingredient labels on their packages. This allows customers to choose the foods that are best for them.

Today, Kellogg's foods are popular all over the world. Travelers may find that their favorite cereal has another name in other countries. This is because of language and culture differences. For example, Cocoa Krispies is called Choco Krispis in Colombia. In England, people eat Ricicles instead of Frosted Rice Krispies.

People also have different food preferences depending on where they live. For this reason, the Kellogg Company makes a variety of foods in countries around the world. In Canada, people enjoy All-Bran Strawberry Bites for breakfast. All-Bran Flakes come in chocolate in Italy and Spain. South Africans enjoy a fruit-flavored rice cereal called Strawberry Pops. In India, people can buy Corn Flakes made with mangos, bananas, or strawberries!

Traveling With Kellogg's
Kellogg's food has gone to faraway places.
In the 1930s, Admiral Richard E. Byrd ate
Kellogg's food on his journey to the South
Pole. In 1969, astronauts on the
Apollo 11 ate Kellogg's food during
their mission to the moon.





Cereals Around the World

United States Brand Name	International Brand Name	Region
Cocoa Krispies	Choco Krispis	Latin America
	Choco Krispies	Europe
	Coco Pops	Europe, Asia, Australia, New Zealand, and South Africa
Frosted Flakes	Frosties	Europe, Asia, Australia, New Zealand, and South Africa
	Zucaritas	Latin America
	Sucrilhos	Brazil
	Corn Frosty	Japan
Frosted Mini-Wheats	Mini Max	The United Kingdom
Frosted Rice Krispies	Ricicles	The United Kingdom
Honey Smacks	Smacks	Europe
Krave	Tresor	Europe
Raisin Bran	Sultana Bran	Australia, New Zealand, and the United Kingdom
Rice Krispies	Rice Bubbles	Australia and New Zealand

A History of Giving

The Kellogg Company has a long history of helping others. In 1930, W.K. started the W.K. Kellogg **Foundation**. He wanted to use his money to improve the health and education of children around the world. Today, the foundation helps children and their communities in many ways. One project provides free preschool to children in parts of Michigan. Another works to increase the number of children attending elementary school in Haiti.

The Kellogg Company also cares about the environment. The first box of Kellogg's cereal was made of recycled material. Today, almost all Kellogg's cereal boxes are made from 100 percent recycled material. The company also helps protect **rain forests**. Some of Kellogg's ingredients come from the rain forests of **tropical** countries. Kellogg's has promised to buy only from companies that protect the forest as they harvest. This promise will help preserve rain forests and their animals for years to come. Every day, the Kellogg's Company works to keep Earth and its people healthy.

Let's Make Today Great

2010s tagline

Feeding America

The Kellogg Company also donates food to Feeding America. This organization seeks to end hunger in the United States. Since 2004, Kellogg's has donated more than 200 million pounds (91 million kilograms) of food.

Our
Children.



Our
Mission.



Our
Future.



W.K. KELLOGG FOUNDATION

W. K. KELLOGG FOUNDATION

One Michigan Avenue East

Kellogg's Timeline

1852

John Harvey Kellogg is born in Tyrone, Michigan on February 26



1928

Rice Krispies cereal is introduced



1894

The Kellogg brothers make flaked cereal for the first time

1914

Kellogg's opens its first international cereal factory in Canada

1922

W.K. renames his company the Kellogg Company

1906

W.K. starts the Battle Creek Toasted Corn Flake Company

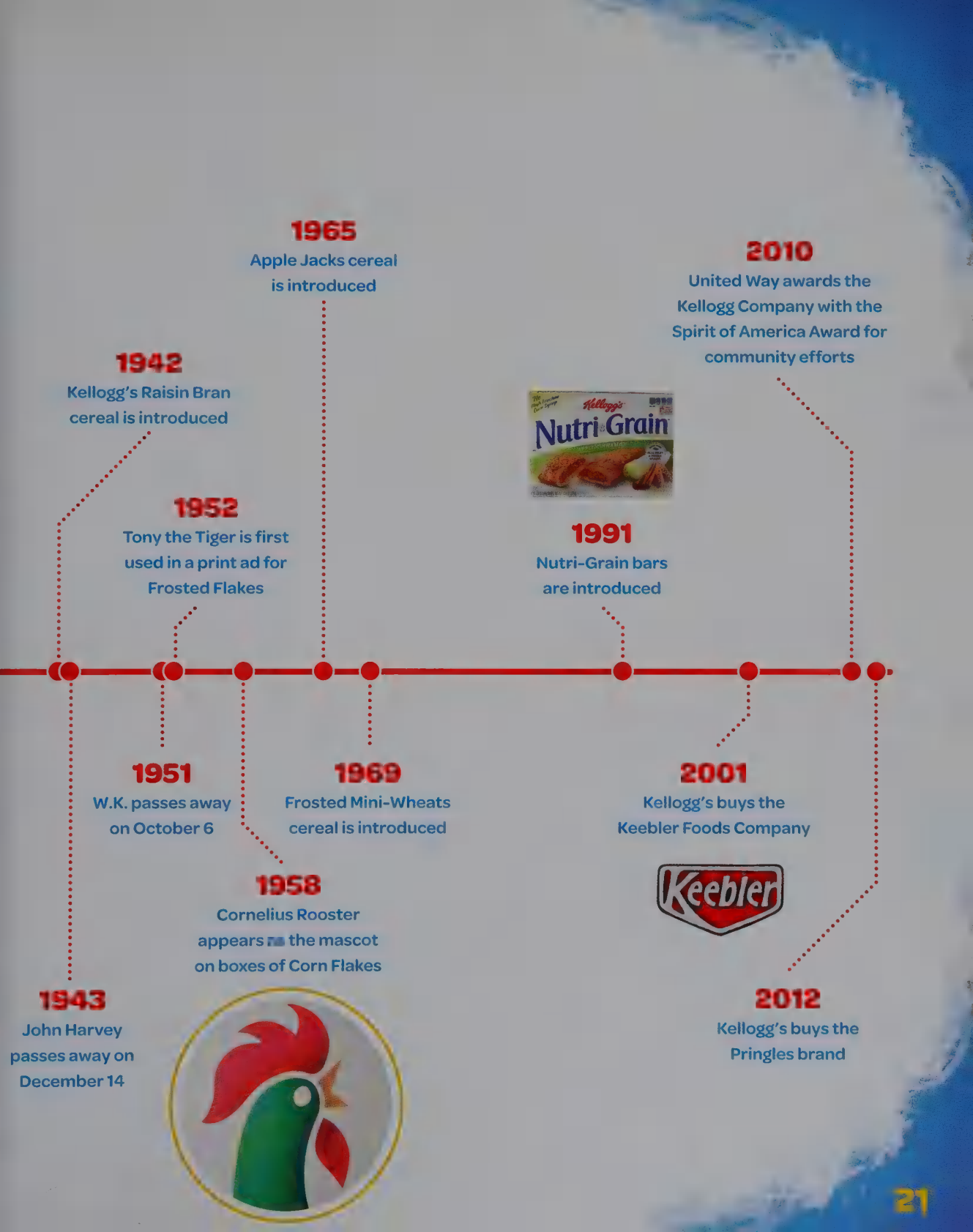
1860

Will Keith Kellogg is born in Battle Creek, Michigan on April 7



1930

W.K. Kellogg starts the W.K. Kellogg Foundation



1942

Kellogg's Raisin Bran cereal is introduced

1952

Tony the Tiger is first used in a print ad for Frosted Flakes

1951

W.K. passes away on October 6

1958

Cornelius Rooster appears on the mascot on boxes of Corn Flakes

1943

John Harvey passes away on December 14



1965

Apple Jacks cereal is introduced

1969

Frosted Mini-Wheats cereal is introduced



1991

Nutri-Grain bars are introduced

2001

Kellogg's buys the Keebler Foods Company



2012

Kellogg's buys the Pringles brand

2010

United Way awards the Kellogg Company with the Spirit of America Award for community efforts

Glossary

advertisements—notices and messages that announce or promote something

brands—categories of products all made by the same company

foundation—an institution that provides funds to charitable organizations

gluten-free—contains no wheat

manufacturing—making raw materials into products that people use

marketing—promoting and selling a product

mascot—an animal or object used as a symbol by a group or company

nutritious—healthy

porridge—a food made from boiling grains in milk or water

rain forests—thick, green forests that receive a lot of rain

rights—the legal ability to use a certain name or product

sanitarium—a place where sick people go to get better

signature—the special way a person writes his or her name

slogan—a short, memorable phrase used in advertising

tropical—having a hot, wet climate

vegetarian—made without meat

vitamins—natural substances found in food that help the body stay healthy

To Learn More

AT THE LIBRARY

Epstein, Rachel. *W.K. Kellogg: Generous Genius*. New York, N.Y.: Children's Press, 2000.

Mattern, Joanne. *The Kellogg Family: Breakfast Cereal Pioneers*. Edina, Minn.: ABDO Pub. Co., 2011.

Wyckoff, Edwin Brit. *The Cornflake King: W.K. Kellogg and His Amazing Cereal*. Berkeley Heights, N.J.: Enslow Elementary, 2011.

ON THE WEB

Learning more about Kellogg's is as easy as 1, 2, 3.

1. Go to www.factsurfer.com.
2. Enter "Kellogg's" into the search box.
3. Click the "Surf" button and you will see a list of related web sites.

With factsurfer.com, finding more information is just a click away.



Index

- Apollo 11, 16
- Battle Creek, Michigan, 4, 6
- Battle Creek Sanitarium, 6, 9
- brands, 14
- by the numbers, 5
- Byrd, Richard E. (Admiral), 16
- charity, 18, 19
- company names, 10, 12
- Feeding America, 19
- Frosted Flakes, 4, 5, 13, 17
- history, 6, 9, 10, 11, 12, 13, 14, 15
- international products, 16, 17
- Kellogg, John Harvey, 6, 7, 9, 10
- Kellogg, Will Keith, 6, 7, 9, 10, 11, 12, 18
- Kellogg's Corn Flakes, 8, 9, 10, 12, 16
- marketing, 12
- mascot, 13
- nutrition, 8, 9, 15
- Pop-Tarts, 13, 14, 15
- products, 4, 5, 9, 10, 12, 13, 14, 15, 16, 17
- Rice Krispies, 4, 12, 17
- sales, 4
- Seventh-day Adventist Church, 6
- sustainability, 19
- taglines, 8, 11, 12, 13, 19
- timeline, 20–21
- W.K. Kellogg Foundation, 11, 18
- worth, 5

The images in this book are reproduced through the courtesy of: Charles Brubag, table of contents; Jon Eppard, p. 4 (left); digitalreflections, pp. 4 (middle), 13 (middle), 14 (left), 21 (top, bottom right); Luneville Studios, p. 4 (right); Joshua Resnick, p. 5; United States Library of Congress, Public Domain, p. 6; Bettmann/Corbis, p. 7 (left); Library of Congress, p. 7 (right); JanderSpilato, p. 8; Volosina, p. 9 (left); iStockbyKind, p. 9 (right); Richard B. Levine/Newscom, p. 10; W.K. Kellogg Foundation, p. 11; Louise Volper, p. 12; downmation, p. 13 (left, right); George W. Dalry, p. 14 (middle); Emca74, p. 14 (right); Associated Press/ AP Images, p. 15; Madlers, p. 16; Myonablit/magee/ Alamy, p. 17 (left); Handout/RET/Newscom, p. 17 (middle); Tom L. & Ben, p. 17 (right); Dennis MacDonald/ Alamy, p. 18; Davydovsk Yulia, p. 20 (top left); Print Collector/ Contributor/Getty Images, p. 20 (top right); Kellogg's Company/ Wikipedia Public Domain, p. 20 (bottom); Tony Dwyer/ Corbis, p. 21 (bottom left).

Pr20000082001

DISCARD

• • • • •

Brands We Know

Disney
Hershey's
Kellogg's
LEGO
McDonald's
Nike



BELLWETHER
MEDIA

www.bellwethermedia.com

(800) 679-8068

ISBN-13: 978-1-62617-207-4
ISBN-10: 1-62617-207-2



9 781626 172074

